



Chrysler Corporate and Facility
**CHRYSLER HONORS ENVIRONMENTAL EXCELLENCE
RECOGNITION (CHEER) PROGRAM**

Chrysler Corporation has initiated a continuous improvement effort aimed at driving Pollution Prevention (P2) thinking to all levels of the Corporation. This effort, termed Chrysler's P2 Process Redesign, designated a Team to identify critical success factors. Recognition was determined to be one of six critical success factors identified. The Team selected several companies who were successful in both deploying and sustaining P2 programs and benchmarked them for best practices in the critical success factor areas. One of the benchmark partners' recognition program was determined to be "best-in-class." Although Chrysler has had a Quality Improvement Process Recognition Program in place for nearly a decade, recognition related to the environmental area was generally confined to nominations that involved Corporate Staff, and not employees at every level in the company. Therefore, a decision was made to adopt portions of the benchmark partner's recognition program. This was done in advance of completing the redesign, in order to immediately reap the potential benefits of a "best-in-class" recognition program. Thus was born the first annual Chrysler Honors Environmental Excellence Recognition (CHEER) Awards.

The inaugural CHEER Awards Program resulted in over 70 separate nominations which involved more than 400 individual Chrysler employees. This recognition program provides an excellent means of technology transfer for successful environmental initiatives throughout the Company, as well as honoring the achievements and important contributions of the dedicated and inspired people of Chrysler Corporation.

The mission of the CHEER Awards Program is to promote environmentally sound policies and practices within Chrysler Corporation by providing recognition to those who have reduced or eliminated sources of pollution in the Company's daily operations. Any team or individual instrumental in contributing to P2 at Chrysler is eligible. Environmental activities being recognized must exhibit the criteria as follows:

- *Integrate sound environmental practice, materials and technology in the development, design or manufacturing of products;*
- *Operate with the goal of continuously reducing the impact of the operation or product on the environment;*

- *Conserve resources, prevent pollution or recycle materials or wastes in the manufacturing process or life cycle of a product; and*
- *Demonstrate more efficient energy use for plant and product daily operations.*

CHEER Program award-winning suggestions included:

- *Instituted the innovative use of “wet task pop-ups” to replace conventional solvent wipes that are used to clean car bodies prior to paint, reducing solvent emissions by 28 tons per year and eliminating the need to launder or dispose of over 12,000 pounds/year of solvent contaminated wipes. Proven successful, this technology will be transferred to other plants.*

*Newark Assembly Plant
Newark, Delaware*

- *In order to launch the new NS minivan, EPA’s toughest air emission standard, LAER (Lowest Achievable Emissions Rate) had to be met. Rather than rely on “end of pipe” controls to achieve levels required for topcoat painting operations, a cross-functional team worked to demonstrate compliance by using waterborne coating technology first developed for the Neon. Execution of this strategy resulted in achieving VOC limits for the NS that are the lowest in the automotive industry. Waterborne basecoat paints were formulated to remove toxic chemicals and to reduce malodorous chemicals by 90%. Avoidance of end of pipe controls saved the company over \$24 million dollars and improved topcoat appearance.*

*Louis Assembly Plant
Fenton, Missouri*

- *Achieved a high gloss black finish (90%+) on exterior plastic parts of the new NS Minivan, without painting, by using an uncoated ASA plastic resin. This eliminated air emissions related to painting, reduced cost by over \$22 million dollars, and made the parts recyclable.*

*Minivan Platform Engineering
Chrysler Technology Center
Auburn Hills, Michigan*

- *Totally eliminated Freon 113 used in odometer wheel and electronic vehicle information center (EVIC) printed circuit board solvent washers. The odometer wheel washer was replaced by a Bowden Aqueous System using a saponifier and the EVIC washer was replaced with an in-line Electrovert aqueous washer. Both changes represented breakthrough (“leap frog”) technology in elimination of ozone depleting substances while meeting the stringent quality standards of electronics applications.*

*Huntsville Electronics
Huntsville, Alabama*